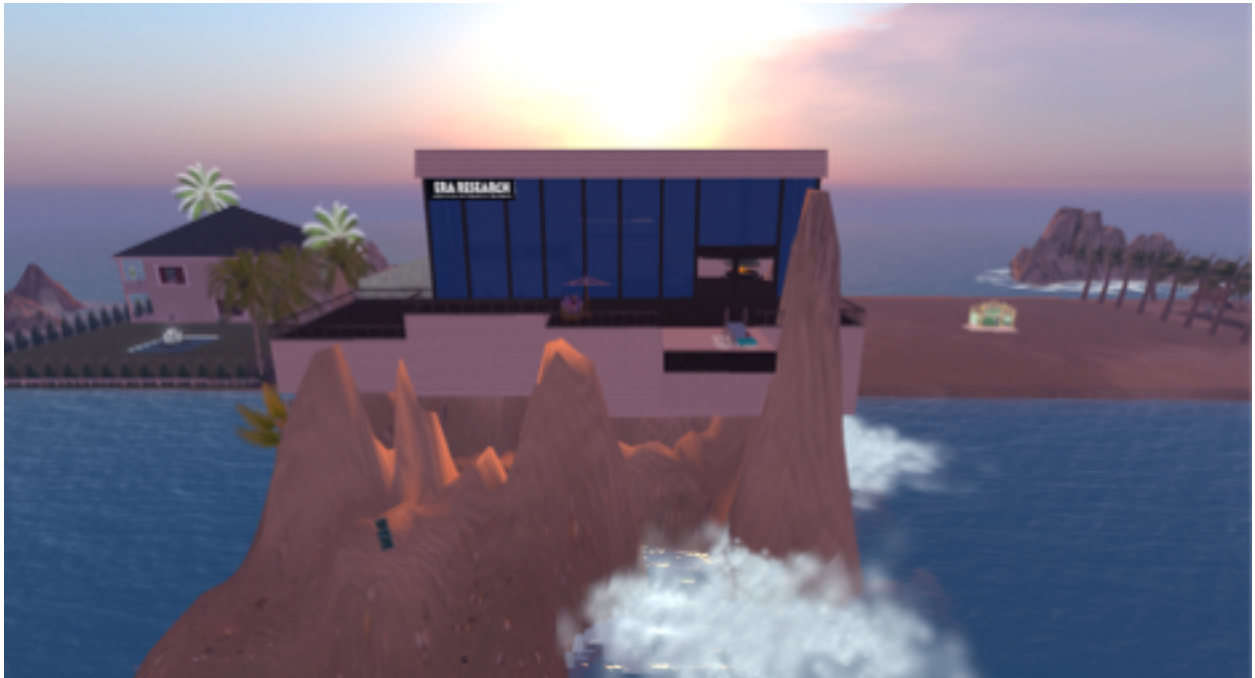


ORIENTATION MANUAL FOR ADVERTISING VOLUNTEERS & PROFESSIONALS

eraresearchsl.com

Era Research is located on Era Island, in the AlìBaba region of Second Life.



From the beginning, Era has developed an advertising relationship with the public, both as a form of communication, and experimental research.



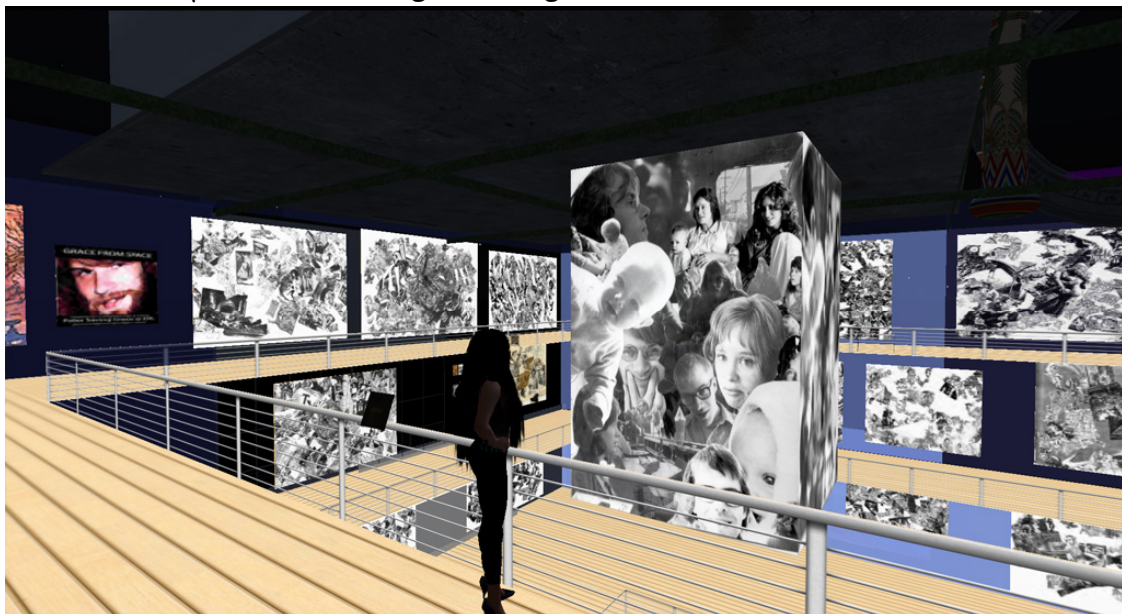
Era's first campaign was framed as a request for information for the magazine, but was also designed to bring attention to the organization. Different approaches were tried, including display advertising and displays on carts & in stores. Ara even got bounced out of a sim, because someone thought she was a Mormon. Era happily ran this ad for months, even when it became obvious that no one would ever respond to it.



Orientation Manual for Advertising Volunteers & Professionals eraresearchsl.com



To create an attraction, and build brand recognition, in preparation for their boldly innovative products, Era Research sponsored a psych-art exhibit, at it's sky gallery. The show has attracted over 2000 visitors and formed a basis for advertising messages to thousands.



A variety of ads were used to promote the show, in different venues. This was one of our early successes.



The one, with antennae, replaced it and did even better.





Another ad, also very popular.

By far the most successful & longest running ad was this one.

It's a party for your Brain.



As previously unknown artist of the 70s emerge in the new millennium, taking their place in the fabric of our shared human experience, Era Magazine is happy to present powerful & complex images by Peter Saving Grace, 70s LA underground mystic and music personality. [CLICK FOR INFO AND TP.](#)



Eventually a book was made, as a more efficient way to house the exhibit environment, which would have to eventually close in real space.

These advertising experiences informed the next wave of products, but also proved to be a learning experience in themselves. When campaigns proved unsuccessful, new approaches were tried and often succeeded.

Orientation Manual for Advertising Volunteers & Professionals eraresearchsl.com



Reproducing chickens were a fad for a while, in SL, and Era had a research farm. We even experimented by selling a few chickens that had “been experimented on.” we were able to undersell other chicken providers, without any of the usual rancor associated with underselling, in that industry, as they believed that chickens could be damaged.

The farm experience resulted in one of Era’s more unusual experiments, Darwin world.

The chicken business had gotten to the end of its bubble, and Era was investigating to see if more interest could be pumped into it. One previously under exploited fact about these virtual chickens was, they killed each other.

An Era study showed that most people found cock fighting abhorrent, but something like Darwin World might be expectable.



The park was a great success, but on too large a scale for the time, and location, so the attraction could not stay open very long. On the other hand, it was amazing, to be there in the park and an other great learning experience for the organization.

Orientation Manual for Advertising Volunteers & Professionals eraresearchsl.com

As visitors for the 70's show began to abate, Era Gallery started showing graphic photos of veteran NY photographer. Lionel Martinez.

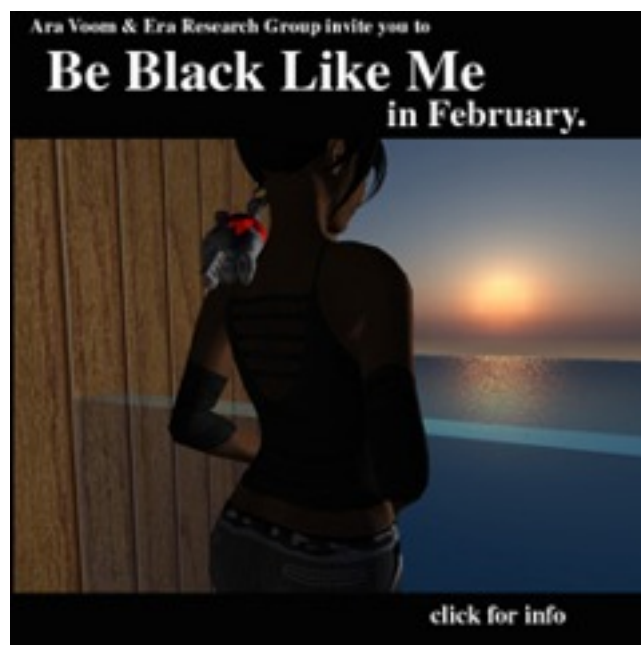
This exhibit did boost traffic, and in it's mature phase, advertising responses were used to distribute the "Souvenir," books from the other show. This first poster was unsuccessful, so we focused grouped it, and found that some people thought it depicted a same sex couple, even though it did not. Subsequent posters were more successful.



Though there are many gay communities, and powerful gay individuals, in SL, and a lot of the hetro-ID female prostitutes are simulated by men, for various reasons, there is also a lot of a lot of homophobia and racism.

After hearing from a friend, about the plight of black avatars in SL, Era began to change the situation.

For the last two years, Era Research has sponsored a grid-wide, heavily advertised, "Be Black Like Me February" event, encouraging people to don black skin for a month, and enjoy being black.



There have been no reports of bad behavior, or complaints, so far, so planning for 2011 has begun. The only apparent result of this event, is that the availability of quality black skins at leading stores has really increased and you see more black people than ever in shops and stores.

Last year, the black skins, Ara modeled, were elegant and offered her many fashion opportunities she would not have otherwise had. There might be an opportunity to do a ball with a skin designer in the future.

Orientation Manual for Advertising Volunteers & Professionals eraresearchsl.com



*This year we celebrate our 4th year
sponsoring our Be Black Like Me event.*

Creating ads to distribute our new book, had special challenges.

Vague was tried. Not much response.



This one worked a little for a while.



CLICK NOW - CLICK NOW - CLICK NOW - CLICK NOW - CLICK NOW - CLICK NOW

IT'S HAPPENING RIGHT NOW! AVATARS ARE LIVING THEIR OWN DREAMS.



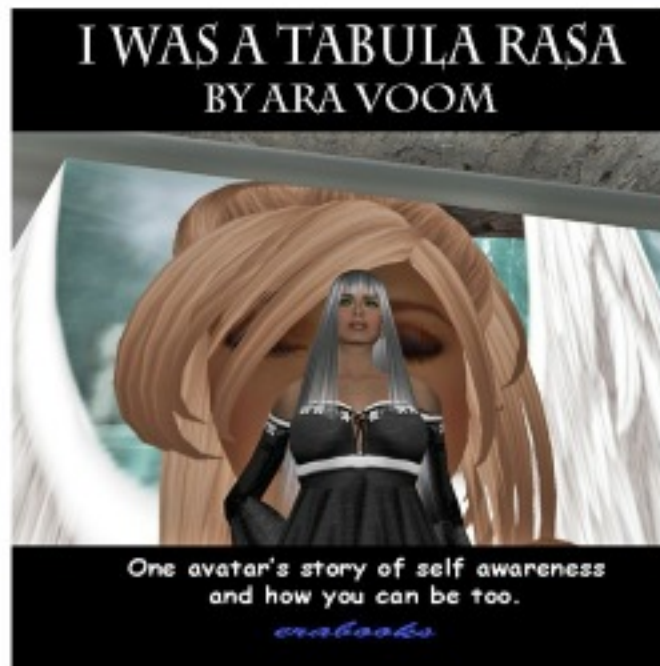
FIND OUT HOW, IN THIS NEW BOOK FROM ERA RESEARCH.
NO ONE MAY YET KNOW, HOW MUCH YOUR SIMULATOR WANTS
THIS GREAT GIFT FOR YOU, TILL THAT INTIMATE MOMENT
WHEN YOU ARE ALLOWED TO BE THE ONE YOU ARE. THEY ARE
NOT LOOSING A WEB VEHICLE, THEY ARE GAINING A HUMAN BEING.

CLICK NOW - CLICK NOW - CLICK NOW - CLICK NOW - CLICK NOW - CLICK NOW

This one got massive looks. (You can measure 2 things. Looks and clicks. (Over 700 looks first day) It was an effort to try to appeal avatars and simulators, both. It only got one click.

CLICK NOW - CLICK NOW - CLICK NOW - CLICK NOW - CLICK NOW - CLICK NOW

**IT'S HAPPENING RIGHT NOW!
AVATARS ARE LIVING THEIR OWN DREAMS.**



CLICK TO FIND OUT HOW.

CLICK NOW - CLICK NOW - CLICK NOW - CLICK NOW - CLICK NOW - CLICK NOW

This streamlined version did much better with the clicking.

.



This ad opened to 3000 looks. No clicks. Today, 1700 looks. 3 clicks. We were getting looks. Now we wanted clicks.

More ads running, at once, create a synergy.

This one started slow, but was a top performer in a few days.



Recently, more attention has been devoted to making contact with controlling simulators, in some manor, that doesn't stop the avatar from getting the book, like in this recent ad.



Era is trying to appeal to the simulator, to stop them from holding up the click, but nothing aimed at simulators has worked so far. Lots of viewers but cant make a one enough to click.

DON'T GET SIDELINED.



THIS IS THE BOOK THAT TELLS YOU HOW TO ACHIEVE THE NEXT LEVEL OF AVATAR CREATION.

ERA RESEARCH *click now to get yours free.*



Books that reach the level of avatar action activation get clicks.

A lot of books in Second Life are long and boring, so brevity suggested itself, as a possible selling feature.





CLICK.

This one was designed to evade simulators.
The first day it got no clicks and barely a look
but now it's does fine.

Tinkering with a successful ad combination will often cause a sharp drop off from consistent responses. This poster caused all responses, for all ads, to stop completely.

*Is this the avatar
you want to be?*

*The lying is just
symptomatic of the
classic puppet-master
simulator situation.*



*When people try
the experiment in
this book, avatar
and simmer are
soon fast friends,
all is well, and the
pinocchio becomes
a real boy.*

ERA RESEARCH
*Why just do the same old stuff all the time.
Welcome the new from Era Research.*

**CLICK FOR
THIS FREE
BOOK TO
GET STARTED.**



Later, however, when combined with other ads, and then updated, to make it more readable, it came to be part of our most successful strategy to date.

When there is a total lull, in responders, Era tries to move in a different direction.

No matter how the book ads do, this more general ad, also distributing the book, always has a few respondents.



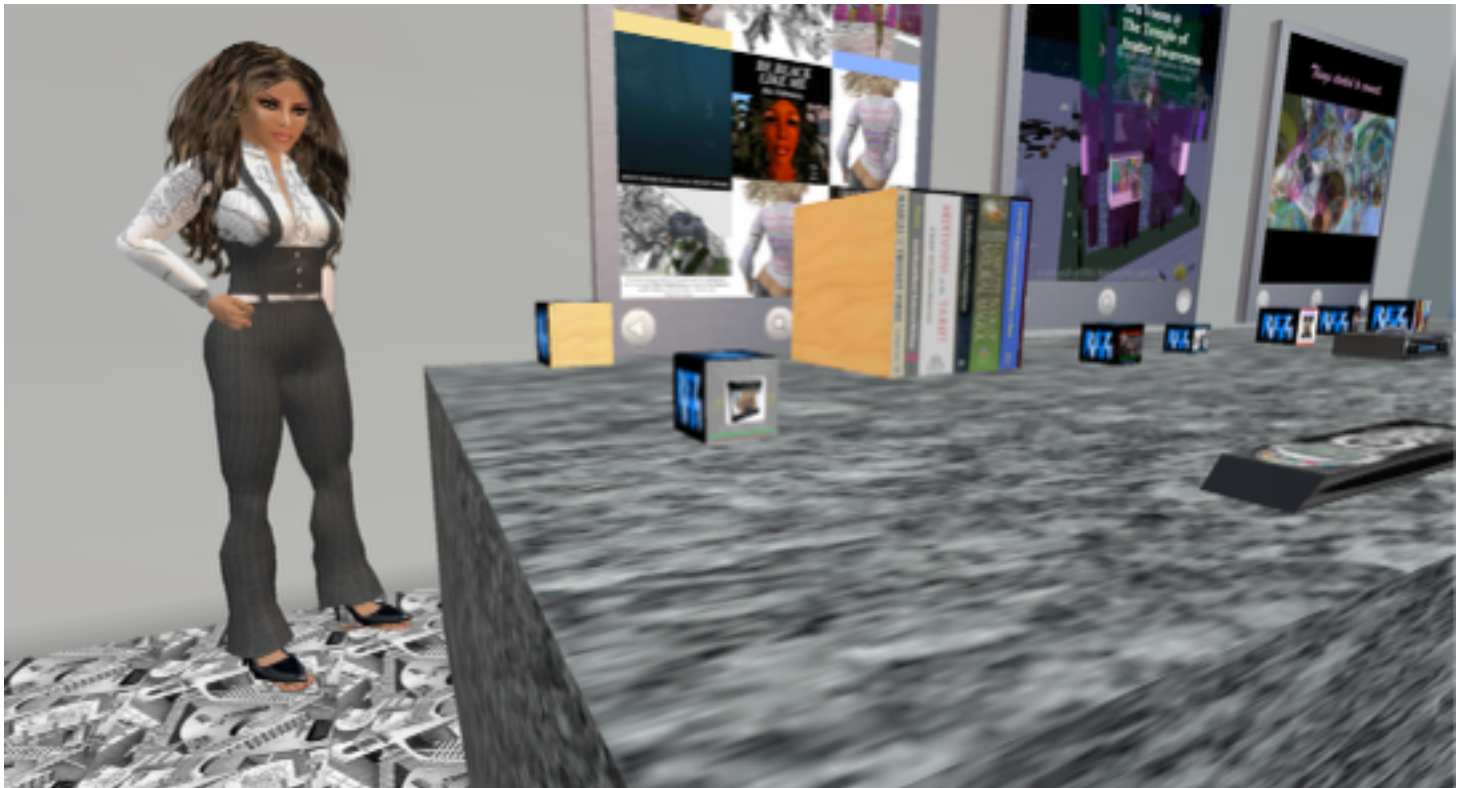
The future of avatars is avatars

**SIMULATORS ARE GREAT,
AND THEIR CIVIL WAR RE-ENACTMENT MENTALITY IS ADORABLE,
BUT IF YOU ARE AN AVATAR, SHOULDN'T YOUR LIFE BE ABOUT YOU?
YOU.... WHAT WOULD YOU LIKE TO DO?**

ERA RESEARCH
IT'S OUR LIFE WE ARE STUDYING

*You got to be you.
Click for info to start your quest.*

Right now, Era Research's immediate advertising goal is increase & make cheaper, our current and subsequent book distributions, and raise awareness of our organization.





There is other stuff, we have done and do, but this is a good introduction to some of The Era's Advertising Adventure. We hope it has been interesting and instructive for you.

Thank you for your attention.

contact us at: info@eraresearchsl.com

ERA RESEARCH



We're finding out now.

<http://www.eraresearchsl.com>